

# ANINYA AHLUWALIA

Product Designer (She/Her) | [Portfolio](#)

Phone: +1 (949)-228-4963 | Email: [aninya.walia@gmail.com](mailto:aninya.walia@gmail.com) | [LinkedIn](#)

## WORK EXPERIENCE

### Amazon Fuse

Product Designer III / SEPT '23 – now, Seattle

Product Designer II / JUL '20 – SEPT '23, Seattle

#### Responsibilities & Project Accomplishments

1. Led the customer experience (CX) design for global expansion of Prime tiering in emerging economies

##### Lower Tier Prime Subscription:

Prime Video Mobile Edition (PVME) — single-customer mobile streaming of content in Standard Definition

- Designed the end-to-end PVME acquisition CX across 11 countries via telco partners like Telcel (Mexico), Tigo (Guatemala), Airtel (India), Telecom (Indonesia) and more for mobile, web and living room devices
- Introduced new features like suspend, resume, upgrade and cancel subscription

PVME seeded Prime Básico (Telcel, Mexico/LatAm), Metro Flex (Metro, US) and Prime Lite (Airtel, India), shifting Amazon from a 'video-as-entry-point' strategy to layered tiering that preserved core shopping & streaming benefits.

##### Mid-Tier Prime subscription:

- Designed the end-to-end Prime Lite & Prime Básico CX leveraging PVME features and introduced new features like downgrade subscription
- Led design and execution of one-click app-based offer sign-up experience on Prime Video mobile app

Combined Impact: In Mexico (top acquisition region), 4.7MM signups LTD at +90% incrementality. PVME beat target (3.9MM vs 1.5MM); Prime Básico 63K and Prime 10K signups. The partnership brought 648K new shoppers and 2.04MM new streamers to Amazon, with PVME driving 97% and 98% respectively. Country-wise numbers in portfolio.

2. Led a multi-team integration for onsite activation of Amazon offers via telco partnerships on Amazon Retail in Mexico  
1-Click Offer Activation CX: Designed a 1-click activation CX for 150MM+ customers already paying for Prime via Telcel (Mexico) and other partners but not using their benefits, aligning Prime, Fuse, Amazon Retail, Telcel and Identity teams across membership growth, design system, tech capabilities and privacy.

Impact: PVME (MX), Prime (MX) +95K, 19K incr. signups at 17.5% activation rate +10.3% incrementality Treatment vs. Control, Prime (BR) +2.5K incr. signups at 34% activation rate + 8% incrementality Treatment vs. Control

Mobile Recharge Experience: Led a cross-functional redesign of the Telcel (Mexico) mobile recharge, cutting new top-up from 10 steps to 3 and adding a 1-click flow for recurring customers

Impact: 113K top-up orders since launch in Jan 2026, generating 16.77MM MXN in Gross Merchandise Sales across 44,541 unique and 15,613 repeat customers; 14,366 settled at 60 days, of which 3,637 are new-to-Amazon.

3. Partner-side Customer Experience Playbook: Built a Partner CX Playbook (implementation checklist, CX scorecard, SOP) to standardize CX across 70+ partners and empower regional marketing leads to raise the bar. Ran a benchmarking usability study of Fuse activation with Metro (US, 12 participants) and led workshops defining short-term and big-bet long-term improvements.

Impact: Partners created CX in 6-8 weeks instead of 12+ weeks. Millicom (Guatemala) achieved a high sign-up efficiency (84.4% from 53%) & high opportunity penetration (~65%) post implementing the guidelines

### Ruben Postaer and Associates (RPA) Advertising

UX Designer / JAN '18 – JUN '20, Los Angeles

Associate User Experience Architect / JAN '16 – JAN '18, Los Angeles

User Experience Architect Intern (Part time) / JUL '15 – DEC '15, Los Angeles

#### Project Accomplishments

1. Honda Certified Pre-Owned Vehicles (HCPV): Led the redesign of HCPV Sales Website - [LIVE WORK](#)
  - Analyzed 15+ competitors in discovery and identified 12 improvement areas across navigation, responsiveness, search, filters and personalization and introduced differentiating features — inventory 'Create an Alert' and a vehicle budget calculator — that set HCPV apart in the Certified Pre-owned space

Impact: +40% vehicle detail-page visits, +47% 'Contact Dealer' actions, +39% inventory search results and +16% avg. time spent — more qualified leads and stronger engagement
2. Honda Autos Website: Payment Estimator Tool Redesign – [LIVE WORK](#)
  - Designed a new interaction model and interface for the payment estimator tool and integrated with 'Build & Price' and 'Search Inventory', driving a 28% lift in qualified leads
3. Farmers Insurance's digital execution for the We Know from Experience (WKFE) campaign – [CAMPAIGN SUMMARY](#)
  - Built the digital Hall of Claims — a museum-like online home for WKFE 4.0 video content, lifting brand perception among Confident Planner and Up-and-Comer segments

## EDUCATION

### Certificate in Design

UCLA Extension,  
Los Angeles, California

### Bachelor of Engineering Electronics & Telecommunication

University of Mumbai, India

## AWARDS

People's Choice Award at  
Adobe Creative Jam 2018

## SKILLS

### Tasks & Deliverables

Sitemaps  
User Flows  
Wireframing & Prototyping  
Personas  
Journey Maps  
Educational Pitch Decks &  
Videos  
Annotations & Functional  
specs

### UX Research Methods

Site Audits for UX assessment  
Competitive Audits  
A/B User Testing &  
Experimentation

### Design Tools

Adobe Creative Suite  
Figma  
UserTesting.com  
AI Tools (Amazon-approved)  
Keynote  
Confluence by Atlassian

### Programming Tools

Front end HTML/CSS